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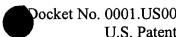
What is claimed is:

1. A method for on-line, interactive fundraising for an organization over a widearea network, comprising the steps of:

hosting the organization's website including a plurality of hyperlinked web pages;

displaying one or more web pages with virtual plaque honoring donors; providing one or more donation and payment web pages; and updating virtual plaques on the web pages with virtual plaque when a donation is made.

- 2. The method as recited in claim 1, further comprising the step of e-mailing the updated virtual plaques to potential donors, thereby spreading the message regarding the cause and increasing the likelihood of contribution from additional donors.
- 3. The method as recited in claim 1, wherein the virtual plaque is a static virtual plaque.
- 4. The method as recited in claim 1, wherein the virtual plaque is a scrolling virtual plaque.



- 5. The method as recited in claim 1, wherein the wide-area network is the Internet.
- 6. The method as recited in claim 1, further comprising the step of editing and modifying the virtual plaque.
- 7. The method as recited in claim 1, further comprising the step of broadcasting the virtual plaque on television.
- 8. The method as recited in claim 1, further comprising the step of creating a personalized donation page for a donor.
- 9. The method as recited in claim 1, further comprising the step of e-mailing a report to a donor.
- 10. The method as recited in claim 1, further comprising the step of providing promotional information about the organization and the fundraising cause on the website.
- 20 11. The method as recited in claim 1, further comprising the step of including information about the donor and the contribution on the virtual plaque.

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12. The method as recited in claim 1, wherein the payment option includes payment by credit card.

- 13. The method as recited in claim 1, wherein the payment option includes payment by mail.
- 14. The method as recited in claim 1, wherein the payment option includes payment in two or more installments.
- 15. The method as recited in claim 1, wherein the organization is a charitable organization.
- 16. The method as recited in claim 1, wherein the organization is a political action committee.
- 17. The method as recited in claim 1, wherein the organization is a political organization.
- 18. The method as recited in claim 1, wherein the virtual plaque is created on a web page containing an image of a book.
- 19. The method as recited in claim 1, wherein the virtual plaque is created on a web page containing an image of an art work.

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20. An on-line, interactive fundraising system over a wide-area network for an organization, comprising:

a website dedicated to the organization, including a plurality of hyperlinked web pages;

one or more web pages with virtual plaque honoring donors;

one or more donation and payment web pages; and

means for updating the virtual plaque on the web pages with virtual plaque
when a donation is made.

21. The system as recited in claim 20, further comprising means for e-mailing the updated virtual plaques to potential donors,

wherein the system allows a donor to spread the message regarding the fundraising by forwarding the virtual plaques to other potential donors and thereby increasing the likelihood of contribution from additional donors.

- 22. The system as recited in claim 20, wherein the wide-area network is the Internet.
- 23. The system as recited in claim 20, further including information about the organization and the cause on the website.

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- 24. The system as recited in claim 20, further including information about the donor and the donor's contribution on the virtual plaque.
- 25. The system as recited in claim 20, further comprising means for receiving payment by a credit card.
- 26. The system as recited in claim 20, further comprising means for receiving payment in two or more installments.
- 27. The system as recited in claim 20, wherein the organization is a charitable organization.
- 28. The system as recited in claim 20, wherein the recipient of the virtual plaques may make donations, receive new virtual plaques, and re-forward the new virtual plaques to others.
- 29. The system as recited in claim 20, further comprising means for editing and thereby modifying the virtual plaque.
- 20 30. The system as recited in claim 20, wherein the virtual plaque is a static virtual plaque.

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- 31. The system as recited in claim 20, wherein the virtual plaque is a dynamic, scrolling virtual plaque.
- 32. The system as recited in claim 20, further comprising a personalized donation page for a donor.
- 33. The system as recited in claim 32, wherein the virtual plaque is located on the personalized donation page.
- 34. The system as recited in claim 20, further comprising means for broadcasting the virtual plaque on television.
- 35. The system as recited in claim 20, wherein the organization is a political action committee (PAC).
- 36. The system as recited in claim 20, wherein the organization is a political organization.
- 37. The system as recited in claim 20, wherein the virtual plaque is created on a web page containing an image of a book.

- 38. The system as recited in claim 20, wherein the virtual plaque is created on a web page containing an image of an art work.
- 39. An automated, on-line donor recognition system, comprising:

 a website dedicated to an organization, including a plurality of

hyperlinked web pages;

one or more personalized donation pages for donors;
one or more web pages with virtual plaque honoring the donors; and
means for modifying the virtual plaques when a donation is made.

- 40. The system as recited in claim 39, further comprising means for editing the virtual plaques.
- 41. The system as recited in claim 39, further comprising means for creating email messages acknowledging a donor.
- 42. A computer program product including a program code embodied in a storage medium for carrying out the method steps for on-line, interactive fundraising for over a wide-area network, comprising the steps of:

hosting an organization's website including a plurality of hyperlinked web pages;

displaying one or more web pages with virtual plaque honoring donors; providing one or more donation and payment web pages; and

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modifying the virtual plaques when a donation is made.

43. A method for hosting web-based, interactive fundraising system for an organization over a wide-area network, comprising the steps of:

hosting the organization's website including a plurality of hyperlinked web pages;

displaying one or more web pages with virtual plaque honoring donors; providing one or more donation and payment web pages; and updating virtual plaques on the web pages with virtual plaque when a donation is made.